

Quakers and Indians

Along with the industry heavyweights, the newcomers are searching for new audiences. Quaker Oats, which owns Fisher-Price Toys and a startup cartridge maker called U.S. Games, plans a line to gather such neglected players as very young children, girls, and mothers around the tube. Stuart Kesten, 41, president of privately held American Multiple Industries of Northridge, California, also seeks new audiences, but his tactics would leave the oatmeal-box Quaker clutching his temples. "Our games have a degree of intensity and action, much like games for kids," says Kesten. "But they have something nobody else has. They cause people to laugh and smile." The source of this promised hilarity is the Mystique Presents Swedish Erotica line of adult cartridges. In Custer's Revenge, for instance, the intensity and action involve a mostly naked General Custer, who dodges menacing cacti and flying arrows to have his way with an Indian maiden whose hands are tied behind her back.

Custer, along with Bachelor Party and Beat 'Em & Eat 'Em, will be in stores for Christmas. American Multiple's investment so far is around \$1.2 million, and Kesten expects sales this year to reach \$13 million. His selling proposition may be unique, but as Kesten explains it, his motive is common to all in the cartridge trade: "We're in this business to make bank deposits."